

Tokyo 25 Sustainability Media Guide



**WORLD ATHLETICS
CHAMPIONSHIPS
T O K Y ● 2 5**

For more information or to schedule a Sustainability Tour, contact:
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Introduction

A primary mission of the World Athletics Sustainability Strategy 2020-2030 is to provide best in class examples of sustainable event delivery, to ensure efforts are taken to reduce the environmental impacts of our events and to increase their local economic and social benefits.

Organisers of the World Athletics Championships Tokyo 25 have made sustainability a core feature of the event's organisation and delivery, with a central aim of creating a meaningful legacy for future international sporting events and making the event's 20th edition its most sustainable to date.

The Athletics for a Better World Standard

A key component of the World Athletics Sustainability Strategy 2020-2030 is the **Athletics for a Better World Standard** (ABW), a system that evaluates, measures and scores an event's achievement in sustainable delivery and in delivering the event in alignment with the six pillars that frame our strategy.

The ABW Standard consists of 55 action areas that address all levels of event delivery - including procurement, waste management, energy, food and water management, travel and accommodation planning. Diversity, accessibility and inclusion of staff and volunteers is also addressed. So is ensuring the health, safety and wellbeing of all participants and stakeholders. Another key aspect is partner, host city and athlete engagement in sustainability initiatives and concludes with guidance on monitoring, reporting and finally communicating about organisers' efforts and ambitions.

Since it was unveiled in December 2021, organisers of nearly 500 one-day competition series events and label road races have been introduced to the system. Several dozen piloted the system and standard in 2022 and more than 100 piloted portions of it in 2023, providing valuable input prior to its implementation from January 1, 2024.

Organisers of the World Athletics Championships Budapest 23 were the first local organising committee to embrace the Athletics for a Better World standard, giving it a full throttle test run two years ago. Organisers of the World Athletics Indoor Championships Glasgow 24 announced and delivered upon their strong ambitions by achieving the Standard's platinum level.

The ABW Standard and World Athletics Championships

The standard is tiered, with platinum, gold, silver, bronze and recognised event achievement levels that will eventually have to be met as part of the evaluation process of all World Athletics-licensed events from 2024. Cities bidding to host upcoming World Athletics Championships, for which bids launched from the second half of 2023, will be required to commit to a gold level achievement, making sustainability a core feature of all future World Athletics championships events.

Annually held events, such as those that are part of the Wanda Diamond League, the Continental Tour or Label Road Race series, will be able to set longer term targets and objectives and chart their progress year-on-year. World Athletics championship events will focus on both strong delivery and the sustainability legacy they create for their host venues and cities.

Tokyo 25 - Developing 'The Tokyo Model' for sustainability, with Platinum ambitions

The Local Organising Committee of the WCH Tokyo 25 are the first World Athletics Championships hosts to fully adopt the ABW Standard.

The Tokyo 25 sustainability plan, created in alignment with the ABW Standard, charts a path towards Platinum level certification, the Standard's highest achievement, and with it, the creation of what organisers have dubbed 'The Tokyo Model', a new global benchmark for delivering an environmentally and socially responsible international sports event.

A focus on renewable energy sources and biofuels

Biofuels will power 100% of the temporary generators used to provide power for broadcasters, a first for a World Athletics Championships. Additionally, all electricity purchased for the Championships will be certified renewable, sourced via local green power certificates.

All cars, small shuttles, motorcycles and bicycles from the official vehicle fleet provided by World Athletics Partner Honda will be either electric, hybrid or fuel cell (green-powered hydrogen) powered, another first for a World Athletics Championships.

Biofuels will also be used in all temporary power generators at the training venues and in some of the transportation fleet used to transport athletes.

More than 70% of spectators will be using public transportation to reach the National stadium, further reducing the event's carbon footprint.

Bottle to Bottle recycling system

A circular 'Bottle to Bottle' recycling system, developed in cooperation with event sponsor Otsuka Pharmaceuticals, has been put in place where plastic bottles used at the stadium and training venues will be collected and recycled into new plastic bottles. The technology enables bottles to be recycled semi-permanently, which reduces CO2 emissions. A robust waste sorting system has also been put in place.

To ensure fan safety, spectators are also encouraged to bring their own water bottles and use the water refill stations that will be located around the stadium area.

Sustainable aviation fuel awareness and supply chain campaign

Sustainable Aviation Fuel (SAF) is a type of biofuel usually made from food and feed crops, waste oils and fats. When more widely implemented, use of SAF can ultimately reduce the carbon emissions of aviation fuel by up to 80% over its lifecycle. Particularly promising is that SAF is a drop-in and blended with jet fuel, meaning that engines do not have to be modified to operate on this type of fuel. The technology is still in its early stages; in 2023, 96 airports around the world were using SAF.

In alignment with its 'Zero Emissions Tokyo by 2050' targets, the Tokyo Municipal Government launched a cooking oil recovery project in 2023 that encourages businesses and communities to help build a supply chain for domestically produced SAF. The project includes the set-up of waste oil collection points and organising awareness-raising campaigns. The mascot Rikuwan and Haruka Kitaguchi, the reigning world champion in the javelin throw, helped promote the campaign.

[[Campaign launch](#) (01 May 2025)]

Next-generation solar cells demonstration

The Stadium park area will be used to demonstrate practical applications of Next-Generation Solar Cells, a solar power technology developed in Japan. The cells are 20 times thinner than regular solar panels and can be plastered over stadiums, airports and office buildings, enabling mass adoption to solar power across large parts of the country. The LOC will install lights, powered by the cells, along the spectator route to the stadium which will remain in place after the championships, further adding to the event's sustainability legacy.

Sustainable procurement

A dedicated sustainable procurement policy was developed, with World Athletics guidance, to inform all sourcing decisions, prioritising environmentally responsible products when available. Organisers have worked to minimise single-use plastics in food and beverage packaging and catering. The policy also includes reuse and repurposing initiatives that engage with various community and regional groups.

The LOC has also committed to championing diversity, equity, and transparency throughout its planning and operations.

Athlete Meet & Greet, sustainability 'tours'

The LOC and World Athletics will host sustainability awareness-raising activities for spectators, quizzes (and prizes) and meet & greets with athletes over the course of the championships. A regularly updated schedule of the activities and athlete appearances, which will centre around the LOC and Tokyo Municipal Government booth at the Stadium Park, will be published on the Tokyo 25 website [here](#). Several stars from the present and past have already confirmed, including Olympic 800m legend and world record holder David Rudisha, members of the 2025 Kenyan marathon team and event Ambassadors Christian Taylor and Sally Pearson.

The World Athletics and LOC Sustainability teams will also be available to lead Sustainability Tours of the championship areas. If interested, please contact World Athletics Head of Sustainability Bob Ramsak via email at bob.ramsak@worldathletics.org to set up a time.

Designated Sustainability Day

Saturday, 20 September has been designated as the event's Sustainability Day, an opportunity to spotlight some of the the LOC's sustainability initiatives and those of the event's partners and sponsors.

A plogging event –a fitness activity that combines jogging or running with picking up litter-- has been scheduled for the day, which coincides with the United Nations World Clean-up Day. The LOC has organised two plogging events; the first will take place on Saturday 13 September. Both will take place near the National Stadium area.

The day will also feature an entirely plant-based menu at the VIP and VVIP hospitality areas. (Note that plant-based options will be available every day.)

Attribution studies - Climate change impacts on athletics events

A collaboration with scientists and researchers from World Weather Attribution (WWA) will provide World Athletics with attribution studies that will show, for the first time, if and how climate change impacts have affected athletics events.

LOC reporting and World Athletics ABW evaluation

A comprehensive sustainability report will be published after the Championships, providing insight and analysis of the LOC's sustainability impact. The World Athletics Sustainability team's evaluation will be available by early January 2026.

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